IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re PATENT APPLICATION OF	Confirmation No.: 1620
KUMAGAI et al.	Group Art Unit: 2142
Appln. No.: 09/466,813	Examiner: Blair, Douglas B.
Filed: December 20, 1999	

Title: SMTP SERVER, POP SERVER, MAIL SERVER, MAIL PROCESSING SYSTEM AND WEB SERVER

Mail Stop – Appeal Brief – Patents
Commissioner of Patents
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BRIEF ON APPEAL - REPLACEMENT

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I.   INTRODUCTION

This Appeal is from an Office Action mailed July 31, 2003, finally rejecting claims 1-4, 6-13, and 15-24 of the above-identified application.

A.   Real Party in Interest

The real party in interest for this Appeal and the present application is Global Media Online, Inc., by way of an Assignment recorded in the U.S. Patent and Trademark Office at Reel 013960, Frame 0556.

B.   Statement of Related Appeals and Interferences

There are presently no appeals or interferences known to Appellants, Appellants' representatives or the Assignee, which will directly affect or be directly affected by or have a bearing on the Board's decision in the pending appeal.

C.   Status of Claims

Claims 1-4, 6-13, and 15-24 are pending, stand, rejected and are on appeal. Claims 5 and 14 have been cancelled. The claims on appeal are set forth in the attached Appendix. Claims 1, 10, 18, 19, and 24 are independent. Claims 2-4 and 6-9 depend from claim 1; claims 11-13, and 15-17 depend from claim 10; no claims depend from claim 18; claims 20-23 depend from claim 19; and no claims depend from claim 24.

D.   Status of Amendments

After the July 31, 2003, Final Office Action, an Amendment under 37 C.F.R. § 1.116 was filed in the U.S. Patent and Trademark Office on January 29, 2004. The February 10, 2004, Advisory Action indicated that the January 29, 2004, Amendment will be entered and that claims 1-4, 6-13, and 15-24 set forth in the Amendment would be rejected. The claims appended hereto reflect the claims presented in the January 24, 2004, Amendment.

II.   SUMMARY OF THE INVENTION

A.   Related Art Problems Overcome by the Invention

Electronic mail has become a way for advertisers to transmit advertisements to potential customers. One method that advertisers have conventionally used to transmit their advertisements includes creating electronic mails and sending mass mailings to a list of users. Another method that advertisers have conventionally used includes inserting advertisements into electronic mail messages.

These conventional methods are not very effective because advertisers can not tell which advertisements were received and read by which electronic mail recipients and which of the recipients were interested in the advertisement. Often, these advertisements made recipients uncomfortable and filled electronic mailboxes with unwanted mail. Furthermore, advertisers who were using these methods for advertising wanted their advertisements to be as effective as possible and, therefore, were not interested in sending the advertisements to recipients who were not reading them.

B.   Aspects of the Invention

One aspect of the present invention is to provide a mail processing system that is capable of adding advertisements to electronic mail that a recipient requests. If a user specifies not to receive any advertisements, then no advertisements are added to that user's messages. Alternatively, if a user indicates a desire to receive advertisements of a specified type, only advertisements of that type are sent to the user. Accordingly, with this invention, recipients of electronic mail do not receive unwanted advertisements and advertisers are able to determine which recipients are interested in their advertisements.

C.   An Embodiment of the Invention

Figure 1 is a block diagram of an internet system that includes a mail processing system in accordance with an aspect of the invention. The system includes a plurality of

terminals 10 and a mail processing system 48. The processing system 48 includes a web server 50 and an SMTP (simple mail transfer protocol) server 60 (page 13, lines 4-12). The SMTP server 60 includes a memory 80 that stores advertisement information, information related to a user, and addition refusal information. The stored information includes, for example, an advertisement permission/refusal field, a number of added advertisements field, a type of receivable advertisement field, and a type of unreceivable advertisement field. The combination of these fields allows a user to determine whether or not to receive advertisements and if the user selects to receive advertisements, to select what type of advertisements the user wishes to receive (pages 17 and 18).

The advertisement information detector 66 detects the attribute information described above and the advertisement information provided by the advertiser to determine what type of advertisements to add to a mail message. Next, the addition controller determines if an advertisement should be added to the message and if an advertisement should be added to the mail message, the advertisement information addition portion 68 adds the advertisement information to the mail message (pages 20 and 22). Accordingly, based on the information stored for a user, a user is able to select whether or not to receive advertisements (i.e., a user can refuse advertisements) and if the user decides to receive advertisements, the user can select which advertisements to receive, and which ones to reject. Once the advertisements addition operation is complete, the sending portion 64 sends the mail to server 31 where it is then forwarded to a recipient (page 20).

Additionally, as shown in Figure 9, the addition/refusal of advertisements can be performed in POP server 90. In general the operation described above can be performed in various types of mail servers.

III. ISSUES AND REJECTIONS

The July 31, 2003, Office Action finally rejected the claims as follows:

- Claims 1-4, 10-13, and 18 stand rejected under 35 U.S.C. § 102(e) as being anticipated by Stanbach Jr. et al. (U.S. patent No. 6,449,657) (hereafter "Stanbach"),

- Claims 5-9 and 14-17 stand rejected under 35 U.S.C. § 103(a) as being obvious over Stanbach in view of Gough et al. (U.S. Patent No. 6,360,221) (hereafter "Gough"),

- Claims 19-23 stand rejected under 35 U.S.C. § 103(a) as being obvious over Stanbach in view of Gough and Moraes (U.S. patent No. 6,014,502) (hereafter "Moraes"), and

- Claim 24 stands rejected under 35 U.S.C. § 103(a) as being obvious over Gough in view of Moraes and Stanbach.

In the Amendment After Final Rejection, claims 5 and 14 were cancelled and the subject matter of claims 5 and 14 was added to claims 1, 10, and 18. The rejection of claims 1, 10, and 18 under § 102(e) based on Stanbach Jr. is therefore moot. These claims will be addressed under the rejection applied to claims 5 and 14. Also, in the Amendment After Final Rejection, claim 1 was corrected to remove the typographical error that caused the rejection under 35 U.S.C. § 112, second paragraph. It is assumed that entry of that Amendment, has made this rejection moot as well. Thus, the issues on appeal are:

1.   Whether claims 1-4, 6-13 and 15-18 are obvious over Stanbach in view of Gough;

2.   Whether claims 19-23 are obvious over Stanbach in view of Gough and Moraes; and

3.   Whether claim 24 is obvious over Gough in view of Moraes and Stanbach.

IV. GROUPING OF CLAIMS

Each claim of this patent application is separately patentable and upon issuance of a patent will be entitled to a separate presumption of validity under 35 U.S.C. § 282. For convenience in handling of this Appeal, the claims are grouped as follows:

Group I, claims 1-4, 6, 8, and 9;

Group II, claim 7;

Group III, claims 10-13, 15, and 17,

Group IV, claim 16,

Group V, claim 18,

Group VI, claims 19-23; and

Group VII, claim 24.

Each of Groups I through VII will be argued separately in the following arguments. The groups do not stand or fall together. However, the claims within each group do stand or fall together.

V. ARGUMENT

A. The Law Regarding Factual Inquiries to Determine Obviousness/Non-Obviousness

Several basic factual inquires must be made to determine obviousness or non-obviousness of patent application claims under 35 U.S.C. § 103. These factual inquires are set forth in <u>Graham v. John Deere Co.</u>, 383 US 1, 17, 148 USPQ 459, 467 (1966);

> Under § 103, the scope and content of the prior art are to be determined; differences between the prior art and the claims at issue are to be ascertained; and the level of ordinary skill in the pertinent art resolved. Against this background, the obviousness or non-obviousness of the subject matter is determined.

As stated by the Federal Court in <u>In re Ochiai</u>, 37 USPQ 2d 1127, 1131 (Fed. Cir. 1995);

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> [T]he test of obviousness *vel non* is statutory. It requires that one compare the claim's subject matter as a whole with the prior art to which the subject matter pertains. 35 U.S.C. § 103.
>
> The inquiry is thus highly fact-specific by design . . . When the references cited by the Examiner fail to establish a *prima facie* case of obviousness, the rejection is improper and will be overturned. In re Fine, 837 F.2d 1071, 1074, 5 USPQ2d 1596, 1598 (Fed. Cir. 1988) (Emphasis added).

In rejecting claims under 35 U.S.C. § 103(a), an Examiner bears an initial burden of presenting a *prima facie* case of obviousness. A *prima facie* case of obviousness is established only if there is a suggestion or motivation to combine reference teachings; a reasonable expectation of success; and the prior art references, when combined, teach or suggest all the claim limitations. If an Examiner fails to establish a *prima facie* case, a rejection is improper and will be overturned. See In re Rijckaert, 9 F.3d 1531, 28 USPQ2d 1955 (Fed. Cir. 1993). "If examination . . . does not produce a *prima facie* case of unpatentability, then without more, the Applicant is entitled to the grant of the patent." In re Oetiker, 977 F.2d 1443, 1445-1446, 24 USPQ2d 1443, 1444 (Fed. Cir. 1992).

B.   Rejections Under 35 U.S.C. § 103(a)

1.   Applied Art

a.   Stanbach

Stanbach merely discloses an internet hosting system. One feature of Stanbach's system is an email forwarding system 700 shown in Figure 7. The email forwarding system 700 receives an email message 704 and based on the information provided in the header 708 of the message 704, the system 700 looks up the alias address and associates it with an actual email address. Once this service is performed by the forwarding system 700, the system inserts an advertisement into the body 712 of the message 704 and forwards the message to actual email address. The system also contemplates using the users demographic information

to determine which advertisements to send to the user (column 10, line 15 – column 11, line 40). Stanbach explains (column 26, lines 12-17) that providing the advertisements into the email messages helps to offset the cost of the forwarding service.

b.   Gough

Gough merely discloses a method for delivering enhanced email. The email system is supported by advertisers such that members can receive a free email system. Additionally, paying members receive an enhanced service (column 2, lines 1-5). As described in column 6, lines 12-39, the service is a web based service that allows users to use the free (advertising sponsored) email service or to pay for membership to receive enhanced e-mail features. Specifically, Gough indicates that some of the enhanced features may include the ability to create customized "eSprinkle" enhancements and the ability to upload e-mail distribution lists. In addition, "advertising may be omitted for paid memberships, although a link to the "eSprinkle" web site (which is a form of advertising by the e-mail system host) is likely to be included" (column 6, lines 30-33).

c.   Moraes

Moraes merely discloses an advertisement system which allows a user to view advertisements while disconnected from the internet. To achieve this, the user installs a software program that is executed on a client computer 101. The advertisements are downloaded whenever the user is connected to the internet and stored on the client computer 101. The software program displays each of the advertisements sequentially to the user and because they are stored on the client computer 101, the advertisements can be seen even when the user is not connected to the internet (See Figures 2 and 3 and column 10, lines 43-64).

2.   Independent Claim 1 and its Dependent Claims (Claims 2-4, 6, 8, and 9) are Not Obvious over Stanbach in view of Gough

The Final Office Action of July 31, 2003 (hereafter referred to as the "Final Rejection") alleged that Stanbach anticipated claims 1-4, 10-13, and 18. Claims 1, 10, and 18

were amended in the January 29, 2004 Amendment such that the subject matter of claims 5 and 14 was incorporated into each of the independent claims 1, 10, and 18. Accordingly, Appellants submit that the anticipation rejection is moot. Accordingly, Appellants address the rejection of claims 1-4, 10-13, and 18 as if these claims were rejected under 35 U.S.C. § 103(a) as being obvious over Stanbach in view of Gough along with claims 6-9 and 15-17.

MPEP § 2143 states that "to establish a *prima facie* of obviousness, three basic criteria must be met. First, there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings. Second, there must be a reasonable expectation of success. Finally, the prior art reference (or references when combined) must teach or suggest all the claim limitations."

Appellants respectfully assert that the Examiner has failed to establish a *prima facie* case of obviousness because the cited prior art references fail to teach or suggest all the claim limitations.

Independent claim 1 (and its dependent claims 2-4 and 6, 8, and 9) recites an SMTP server arranged to send electronic mail to a server that receives and manages the mail. The SMTP server includes an addition refusal information memory that is operable to store addition refusal information specifying a mail address of the recipient that refuses the addition of the advertisement according to an intention of the recipient. The SMTP server further includes an addition controller that is operable to stop the addition of the advertisement information by the advertisement information adding portion, in a case where the mail address specified by the addition refusal information is the mail address of the recipient of the mail. As admitted in the Final Rejection (page 5), Stanbach fails to teach the advertisement refusal information memory or addition controller described above. The Final

Rejection relies on Gough as allegedly teaching these features. Appellants respectfully disagree.

Gough merely discloses an email system that allows a user to sign up for a free membership or a paid membership. To generate revenue, Gough teaches that the members that subscribe to a free membership obtain an advertising sponsored email service and the members that sign up for a paid membership received an enhanced service that may include not receiving advertisements (column 6, lines 15-35). In Gough's system the user does not have any control over whether he receives advertising information. Rather, the service provider in Gough controls whether the user will receive advertisements. Accordingly, Gough does not teach or suggest an addition refusal information memory that is operable to store addition refusal information according to <u>an intention of the recipient</u>.

Although the February 10, 2004 Advisory Action alleges that by allowing a user to pay for a membership, Gough is teaching that the user is choosing to stop advertisements, Appellants respectfully disagree. Gough does not teach or suggest that refusal information is stored according to an intention of a recipient. Rather, Gough discloses that the "intent" of users that pay for membership is to receive enhanced e-mail functionality, including the ability to create distribution lists and the ability to send audio and video files (column 6, lines 35-40). Because the advertisements disclosed in Gough generate revenue for the service provider, Gough discloses that if the member is willing to pay, it may not be necessary to provide the paid advertisements. Specifically, Gough indicates that "advertising <u>may</u> be omitted for paid memberships, although a link to the "eSprinkle" web site (which is a form of advertising by the e-mail system host) is likely to be included" (column 6, lines 30-33 emphasis added). So, control of the advertising is not based on a user's intent but is part of a set package of blanket services. Accordingly, Gough does not teach or suggest an addition

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refusal information memory that is operable to store addition refusal information according to an intention of the recipient.

In light of the above reasons, Appellants submit that Stanbach in view of Gough fails to render obvious claims 1-4, 6, 8, and 9; therefore, Appellants request that the rejection of claims 1-4, 6, 8, and 9 be withdrawn.

3.   <u>Dependent Claim 7 is Not Obvious over Stanbach in view of Gough</u>

Appellants submit that claim 7 is allowable for the reasons given above with respect to claim 1 and for the additional features recited therein. Specifically, claim 7 recites that the SMTP server further includes a non target keyword memory for storing a keyword to be included in a sentence of a mail to which an advertisement is not to be added and that the advertisement information detector removes the advertisement information associated with the keyword. The Examiner alleges that this feature is disclosed in Stanbach in column 14 lines 48-67 and column 15, lines 1-12. Appellants respectfully disagree. Stanbach does not teach such a feature either in the column specified or in any other column and Gough does not remedy this deficiency. Accordingly, no combination of Stanbach and Gough teaches or suggests an SMTP server that includes a non target keyword memory for storing a keyword to be included in a sentence of a mail to which an advertisement is not to be added and that the advertisement information detector removes the advertisement information associated with the keyword.

In light of the above reasons, Appellants submit that Stanbach in view of Gough fails to render obvious claim 7; therefore, Appellants request that the rejection of claim 7 be withdrawn.

4.   <u>Independent Claim 10 and its Dependent Claims (Claims 11-13, 15, and 17) are Not Obvious over Stanbach in view of Gough</u>

Independent claim 10 (and its dependent claims 11-13, 15, and 17) recites a POP server for storing and sending mail. The POP server includes an addition refusal information

memory that is operable to store addition refusal information specifying a mail address of the

recipient that refuses the addition of the advertisement according to an intention of the

recipient. The POP server further includes an addition controller that is operable to stop the

addition of the advertisement information by the advertisement information adding portion, in

a case where the mail address specified by the addition refusal information is the mail address

of the recipient of the mail. As admitted in the Final Rejection (page 5), Stanbach fails to

teach the advertisement refusal information memory or addition controller described above.

The Final Rejection relies on Gough as allegedly teaching these features. Appellants

respectfully disagree.

Appellants respectfully assert that the Examiner has failed to establish a *prima facie*

case of obviousness because the cited prior art references fail to teach or suggest all the claim

limitations. As discussed above, Gough indicates that "advertising may be omitted for paid

memberships, although a link to the "eSprinkle" web site (which is a form of advertising by

the e-mail system host) is likely to be included" (column 6, lines 30-33 emphasis added). So,

control of the advertising is not based on a user's intent but is part of a set package of blanket

services. Accordingly, Gough does not teach or suggest a POP server that includes an

addition refusal information memory that is operable to store addition refusal information

according to an intention of the recipient.

In light of the above reasons, Appellants submit that Stanbach in view of Gough fails

to render obvious claims 10-13, 15, and 17; therefore, Appellants request that the rejection of

claims 10-13, 15, and 17 be withdrawn.

5. Dependent claim 16 is Not Obvious over Stanbach in view of Gough

Appellants submit that claim 16 is allowable for the reasons given above with respect

to claim 10 and for the additional features recited therein. Specifically, claim 16 recites that

the POP server further includes a non target keyword memory for storing a keyword to be

included in a sentence of a mail to which an advertisement is not to be added and that the advertisement information detector removes the advertisement information associated with the keyword. The Examiner alleges that this feature is disclosed in Stanbach in column 14 lines 48-67 and column 15, lines 1-12 . Appellants respectfully disagree. Stanbach does not teach such a feature either in the column specified or in any other column and Gough does not remedy this deficiency. Accordingly, no combination of Stanbach and Gough teaches or suggests a POP server that includes a non target keyword memory for storing a keyword to be included in a sentence of a mail to which an advertisement is to be added and that the advertisement information detector removes the advertisement information associated with the keyword.

In light of the above reasons, Appellants submit that Stanbach in view of Gough fails to render obvious claim 7; therefore, Appellants request that the rejection of claim 7 be withdrawn.

      6.   <u>Independent Claim 18 is Not Obvious over Stanbach in view of Gough</u>

Independent claim 18 recites a mail server for sending mail from a first apparatus to a second apparatus. The mail server includes an addition refusal information memory that is operable to store addition refusal information specifying a mail address of the recipient that refuses the addition of the advertisement according to an intention of the recipient. The mail server further includes an addition controller that is operable to stop the addition of the advertisement information by the advertisement information adding portion, in a case where the mail address specified by the addition refusal information is the mail address of the recipient of the mail. As admitted in the Final Rejection (page 5), Stanbach fails to teach the advertisement refusal information memory or addition controller described above. The Final Rejection relies on Gough as allegedly teaching these features. Appellants respectfully disagree.

Appellants respectfully assert that the Examiner has failed to establish a *prima facie* case of obviousness because the cited prior art references fail to teach or suggest all the claim limitations. As discussed above, Gough indicates that "advertising may be omitted for paid memberships, although a link to the "eSprinkle" web site (which is a form of advertising by the e-mail system host) is likely to be included" (column 6, lines 30-33 emphasis added). So, control of the advertising is not based on a user's intent but is part of a set package of blanket services. Accordingly, Gough does not teach or suggest a mail server that includes an addition refusal information memory that is operable to store addition refusal information according to an intention of the recipient.

In light of the above reasons, Appellants submit that Stanbach in view of Gough fails to render obvious claim 18; therefore, Appellants request that the rejection of claim 18 be withdrawn.

7.   Independent Claim 19 and its Dependent Claims (Claims 20-23) are Not Obvious over Stanbach in view of Gough and Moraes

Appellant submits that Stanbach in view of Gough and Moraes fails to render independent claim 19 and its dependent claims 20-23 obvious for at least the reasons presented above with respect to claims 1, 10, and 18, and because Moraes does not remedy the deficiencies of Stanbach and Gough.

Moraes merely discloses an advertisement system that allows a user to view advertisements while not connected to the internet. Independent claim 19 recites, in part, a mail processing system that includes the same addition refusal information memory and addition controller recited in claims 1, 10, and 18. In addition, the mail processing system includes a web server that includes a reception portion for receiving an adding request of advertisement information. Moraes fails to teach or suggest the addition refusal information memory, the addition controller or the web server for receiving an adding request of advertisement information. Therefore, the combined teachings of Stanbach, Gough, and

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Moraes fails to teach or suggest the claimed invention including these features. Thus, Appellant requests that the rejection of independent claim 19 and its dependent claim 20-23 be withdrawn.

        8.   Independent Claim 24 is Not Obvious over Gough in view of Moraes and Stanbach

Appellant submits that Gough in view of Moraes and Stanbach fails to render independent claim 24 obvious for at least the reasons presented above with respect to claims 1, 10, 18, and 19.

Independent claim 24 recites, in part, a method for enabling a terminal to send mail that includes storing addition refusal information specifying a mail address of the user that refuses to addition of the advertisement according to an intention of the user. As discussed above with respect to claims 1, 10, 18, and 19, the combined teachings of Stanbach, Gough, and Moraes fails to teach or suggest the claimed invention including these features. Thus, Appellants request that the rejection of independent claim 24 be withdrawn.
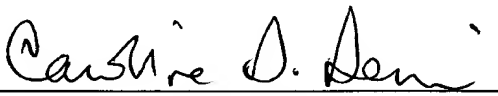
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VI.   CONCLUSION

For at least the reasons discussed above, it is respectfully submitted that claims 1-4, 6-13, and 15-18 are not obvious over Stanbach in view of Gough, claims 19-23 are not obvious over Stanbach on view of Gough and Moraes, and claim 24 is not obvious over Gough in view of Moraes and Stanbach. Claims 1-4, 6-13, and 15-24 are patentable over the prior art and should be allowed.

For the above reasons, Appellant respectfully requests this Honorable Board to reverse the Examiner's final rejection of the claims.

Respectfully submitted,

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VII. APPENDIX

Claims 1-4, 6-13, and 15-24 are as follows:

1.   An SMTP server arranged to send an electronic mail having an intended recipient to a server that receives and manages the mail, comprising:

an advertisement information memory operable to store advertisement information to be added to the mail;

a user information memory operable to store a plurality of mail addresses and a plurality of pieces of personal information about users for the plurality of mail addresses so as to be associated with each other, respectively;

an advertisement information detector operable to detect the advertisement information which is to be added to the mail that is associated with at least one of : (a) user information about a user having the recipient mail address, (b) user information about a user having a sender mail address corresponding to a sender of the mail and (c) a portion of a message in the mail, from the advertisement information memory;

an advertisement information adding portion operable to add at least the advertisement information, which is detected from the memory by said advertisement information detector, to the mail;

a sending portion operable to send the mail, on which the advertisement information is added by the advertisement information adding portion, to the server;

an addition refusal information memory, operable to store addition refusal information specifying a mail address of the recipient that refuses the addition of the advertisement according to an intention of the recipient; and

an addition controller operable to stop the addition of the advertisement information by the advertisement information adding portion to the mail, in a case where the mail address specified by the addition refusal information is the mail address of the recipient of the mail.

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2.   The SMTP server of claim 1, wherein the advertisement information includes page specifying information that specifies a predetermined homepage.

3.   The SMTP server of claim 2, wherein:

the advertisement information memory stores the advertisement information and personal information about a user who is an object for which addition of said advertisement information is performed so as to be associated with each other,

the advertisement information detector detects the personal information associated with the mail address of the recipient of the mail from the user information memory, and detects the advertisement information associated with said detected attributed information from the advertisement memory.

4.   The SMTP server of claim 3 , wherein the attribute information is at least one of age, gender and a zip code.

6.   The SMTP server of claim 4 ~~5~~, further comprising a target key word memory, operable to store the advertisement information and a key word to be included in a sentence of a mail to which said advertisement information is added, so as to be associated with each other,

wherein the advertisement information detector detects advertisement information that is associated with a key word corresponding to a phrase included in a sentence of the mail to be sent.

7. The SMTP server of claim 6, further comprising a non target key word memory operable to the advertisement information and a key word to be included in a sentence of a mail to which said advertisement information is not added so as to be associated with each other,

wherein the advertisement information detector removes the advertisement information associated with a keyword corresponding to the phrase included in the sentence of the mail to be sent from an object of detection.

8. The SMTP server of claim 7, wherein the mail has a plurality of mail addresses of recipients,

the sending portion sends the mail to each of the mail addresses of the recipients when the mail has the plurality of mail addresses of the recipients,

the advertisement information detector detects the advertisement information to be added to the mail that is to be sent to each of the mail addresses, based on the attribute information of the user corresponding to each of the mail addresses, and

the advertisement information adding portion adds the advertisement information to the mail that is sent to each of the mail addresses of the recipients.

9. The SMTP server of claim 8, further comprising:

a point information memory operable to store a mail address and point information for a user having said mail address to be associated with each other; and

a point updating portion operable to update the point information associated with the mail address of the sender of the mail, when the advertisement information adding portion adds the mail to the advertisement information.

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10. A POP server for storing a mail having a predetermined mail address as a recipient and for sending a mail having the predetermined mail address as the recipient to a terminal, based on a sending request from the terminal to send the mail having the predetermined mail address to the terminal, the POP server comprising:

a mail memory operable to store the mail having the predetermined mail address as the recipient;

an advertisement information memory operable to store at least one piece of advertisement information;

an advertisement information detector operable to retrieve at least one piece of advertisement information that is to be added to the mail from the advertisement information memory, based on at least one of user information about a user having a mail address of a sender of the mail, user information about a user having the mail address of the recipient of the mail, and a sentence of the mail;

an advertisement information adding portion operable to add the advertisement information detected to the mail;

a sending portion operable to send the terminal the mail to which the advertisement information is added;

an addition refusal information memory, operable to store addition refusal information specifying a mail address of the recipient that refuses the addition of the advertisement according to an intention of the recipient; and

an addition controller operable to stop the addition of the advertisement information by the advertisement information adding portion to the mail, in a case where the mail address specified by the addition refusal information is the mail address of the recipient of the mail.

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11.   The POP server of claim 10, wherein the advertisement information includes page information that specifies a predetermined homepage.

12.   The POP server of claim 10 , wherein:

the advertisement information memory stores the advertisement information and the personal information of a user for which the addition of the advertisement information is performed so as to be associated with each other,

the advertisement information detector detects the personal information associated with the mail address of the mail from the memory and detects the advertisement information associated with the detected personal information.

13.   The POP server of claim 10, wherein the attribute information indicates at least one of age, gender and a zip code.

15.   The POP server of claim 10, further comprising a target key word memory operable to store the advertisement information and a key word to be included in a sentence of a mail to which said advertisement information is added so as to be associated with each other,

wherein the advertisement information detector detects advertisement information associated with the key word corresponding to a phrase included in a sentence of the mail.

16.   The POP server of claim 10, further comprising a non target key word memory operable to store the advertisement information and a key word that is to be included in a sentence of a mail to which said advertisement information is not added,

wherein the advertisement information detector removes the advertisement information associated with the key word corresponding to the phrase included in the sentence of the mail

from an object of detection.

17.   The POP server of claim 10, further comprising:

a point information memory operable to store a mail address and point information for

a user having said mail address so as to be associated with each other; and

a point updating portion operable to update the point information associated with the

mail address of the recipient of the mail, when the advertisement information adding portion

adds the advertisement information to the mail.

18.   A mail server for sending a mail sent from a first information process apparatus

to a second information process apparatus, comprising:

an additional information memory operable to store additional information to be added

to the mail;

an additional information detector operable to detect the additional information from

the additional information memory based on at least one of attribute information about a user

having a mail address of a sender of the mail, attribute information about a user having a mail

address of a recipient of the mail, and a sentence of the mail;

an additional information adding portion operable to add the additional information to

the mail sent from the first information process apparatus;

a sending portion operable to send the mail to which the additional information is

added to the second information process apparatus;

an addition refusal information memory, operable to store addition refusal information

specifying a mail address of the user that refuses the addition of the advertisement according

to an intention of the user; and

an addition controller operable to stop the addition of the advertisement information by

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the advertisement information adding portion to the mail, in a case where the mail address specified by the addition refusal information is the mail address of the recipient of the mail.

19.   A mail processing system comprising a web server operable to send a predetermined program to a terminal based on a request from the terminal; and a mail server operable to send a mail having a recipient mail address of an intended recipient to a server that receives and stores the mail, wherein the mail server includes:

an advertisement information memory operable to store advertisement information to be added to the mail;

a user information memory operable to store a plurality of mail addresses and a plurality of pieces of personal information about users for the plurality of mail addresses so as to be associated with each other, respectively;

an advertisement information detector operable to detect advertisement information, which is to be added to the mail that is associated with at least one of: (a) user information about a user having the recipient mail address, (b) user information about a user having a sender mail address corresponding to a sender of the mail, and (c) a portion of a message in the mail from the advertisement information memory;

an advertisement information adding portion operable to add the advertisement information, which is detected from the advertisement information memory by said advertisement information detector, to the mail;

a sending portion operable to send the mail, to which the advertisement information is added by said advertisement information adding portion, to the server, wherein the web server includes:

a reception portion operable to receive an adding request of advertisement information to the mail from the terminal; and

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a setting controller operable to send a program to the terminal, from which the adding request is received, so that the mail, which is to be sent to the recipient mail address from the terminal, is sent to the mail server that adds the advertisement information to the mail;

an addition refusal information memory, operable to store addition refusal information specifying a mail address of the recipient that refuses the addition of the advertisement according to an intention of the recipient; and

an addition controller operable to stop the addition of the advertisement information by the advertisement information adding portion to the mail, in a case where the mail address specified by the addition refusal information is the mail address of the recipient of the mail.

20. The mail processing system of claim 19, wherein the advertisement information adding portion of the mail server adds to the mail, advertisement information including user specifying information that specifies a user of the mail, address of the recipient of the mail, and link information that makes the terminal used by the user send the user specifying information to the web server when an instruction by the user occurs,

the web server or the mail server includes a point information memory operable to a mail address, and point information of a user having said mail address to be associated with each other, the web server further includes:

a user specifying information receiving portion operable to receive the user specifying information sent from the terminal by the link information; and

a point updating portion operable to update, based on the user specifying information received by the user specifying information receiving portion, the point information of the corresponding user.

21. The mail processing system of claim 19, wherein the advertisement information adding portion in the mail server adds to the mail advertisement, specifying information that specifies an advertiser of the advertisement information, and link information that makes a terminal used by the user having the mail address of the recipient of the mail send the advertisement specifying information to the web server when an instruction of said user occurs,

the web server or the mail server includes a charging information memory operable to store information specifying an advertiser and charging information about charging on said advertiser, the web server further includes:

an advertisement specifying information receiving portion operable to receive the advertisement specifying information sent from the terminal by the link information; and

a charging information updating portion operable to update, based on the advertisement specifying information received by the advertisement specifying information receiving portion, the charging information of a corresponding advertiser.

22. The mail processing system of claim 19, wherein the web server or the mail server includes a charging information memory operable to store advertisement specifying information that specifies an advertiser, charging information about charging on said advertiser, and address information of an advertisement homepage to be presented to a user of a terminal, so as to be associated with one another,

the advertisement information adding portion adds to the mail advertisement, specifying information that specifies an advertiser of the advertisement information, and link information that makes the terminal send the advertisement specifying information to the web server in a case where an instruction of the user of the terminal occurs, the web server includes:

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an advertisement specifying information receiving portion operable to receive the advertisement specifying information sent from the terminal by the link information; an instruction information memory controller operable to control the terminal that sent the advertisement specifying information, to store instruction information indicating that an instruction by the user occurred; and a homepage retrieval controller operable to detect, based on the advertisement specifying information received by the advertisement specifying information receiving portion, the address information of the advertisement homepage associated with the advertisement specifying information and to control the terminal to retrieve the advertisement homepage having said address information.

23.   The mail processing system of claim 22, further comprising:

a confirmation receiving portion operable to receive confirmation that the instruction information is stored in a terminal that requested a predetermined target homepage that is linked to the advertisement homepage; and

a goal achievement charging updating portion operable to update, based on receipt of the confirmation, the charging information associated with an advertisement specifying information of an advertiser of the target homepage indicated by the confirmation.

24.   A method for enabling a terminal to send a mail, comprising:

receiving a request to add advertisement information to a mail from the terminal by a web server;

sending a predetermined program to the terminal from which the adding request came;

installing the program in the terminal for enabling the terminal to send a recipient addressed mail to a mail server that adds the advertisement information, which is associated with at least one of: (a) user information about a user having the recipient mail address, (b)

user information about a user having a sender mail address corresponding to a sender of the mail, and (c) a portion of a message in the mail, to the mail;

storing addition refusal information specifying a mail address of the user that refuses the addition of the advertisement according to an intention of the user; and

stopping the addition of the advertisement information by the advertisement information adding portion to the mail, in a case where the mail address specified by the addition refusal information is the mail address of the recipient of the mail.

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